R J Reynolds
Tobacco Company

FAITH M. DECKER
Key Account Manager

1130 Lake Cook Road
Suite 210
Buffalo Grove, IL 60089
(847)459-1750
FAX (847)459-5892
VM #61071

******URGENT REPLY REQUESTED******

December 17, 1997

To ROU Managers:

1210	1310	1710	1810	2210	2310
5610	6210	6310	6610	6710	6910

Amoco RBU / CID #0003-XX-XX

Ladies & Gentlemen:

On October 22, 1997, this office notified you, via e-mail, that Amoco RBU had agreed to our Retail Partners program for 1998. At that time, we asked that one SKU, per store, of January VAP (Winston $.70 Off Two Packs & Doral $1.00 Off Two Packs) be set aside. We also stated that supplier information would be updated in time for you to add these stores to your template for the January promotions.

On October 29, 1997, each ROU received an e-mail, from Debbie Raith, informing you that all supplier information had been completed.

On November 20, 1997, a letter addressed to the ROU promotional coordinators was e-mailed to reconfirm that January's VAP be put aside for this chain and to ensure that February and March allocations were secure.

After pulling up a work plan promotion worksheet for the Value Added January promotions, we find that SKU's have not been allocated in the following regions:

1200 5600 6300

Done

Apparently, stores in these regions will not receive the January Winston and Doral Value Added Promotions, per our instructions, along with a miscellaneous few in other regions.

51850 6144

Source: https://www.industrydocuments.ucsf.edu/docs/qxby0000

Please notify Debbie Raith TODAY, of which Amoco RBU locations, in all regions, that will not receive the January Value Added Promotions (Winston & Doral). I will need to contact the buyer immediately and inform him of the locations that will not receive the Value Added Promotions for January. This information should be faxed to:

Debbie Raith - (414) 820-8727

I am very concerned about the February and March Value Added Promotions. Please ensure that one SKU, per store, of the Value Added Promotions is allocated for Amoco RBU. If there is a problem, and for some reason the stores will not receive February and March promotions, I will need a list of the stores for the Amoco buyer.

As information, after January 12, 1998, McLane will no longer service Amoco RBU. All supplier information on SIS will be changed by year end, provided the RJR person responsible for calling on the new suppliers gets the information to our office by year end.

A copy of all previous correspondence will be faxed to each ROU today.

I look forward to your prompt reply.

Sincerely,

Faith

F. M. Decker
Key Account Managers

FMD:dr
cc: Region Managers
RJR Coordinators
Jack Geeting
M-2/S-3

51850 6145

Source: https://www.industrydocuments.ucsf.edu/docs/qxby0000